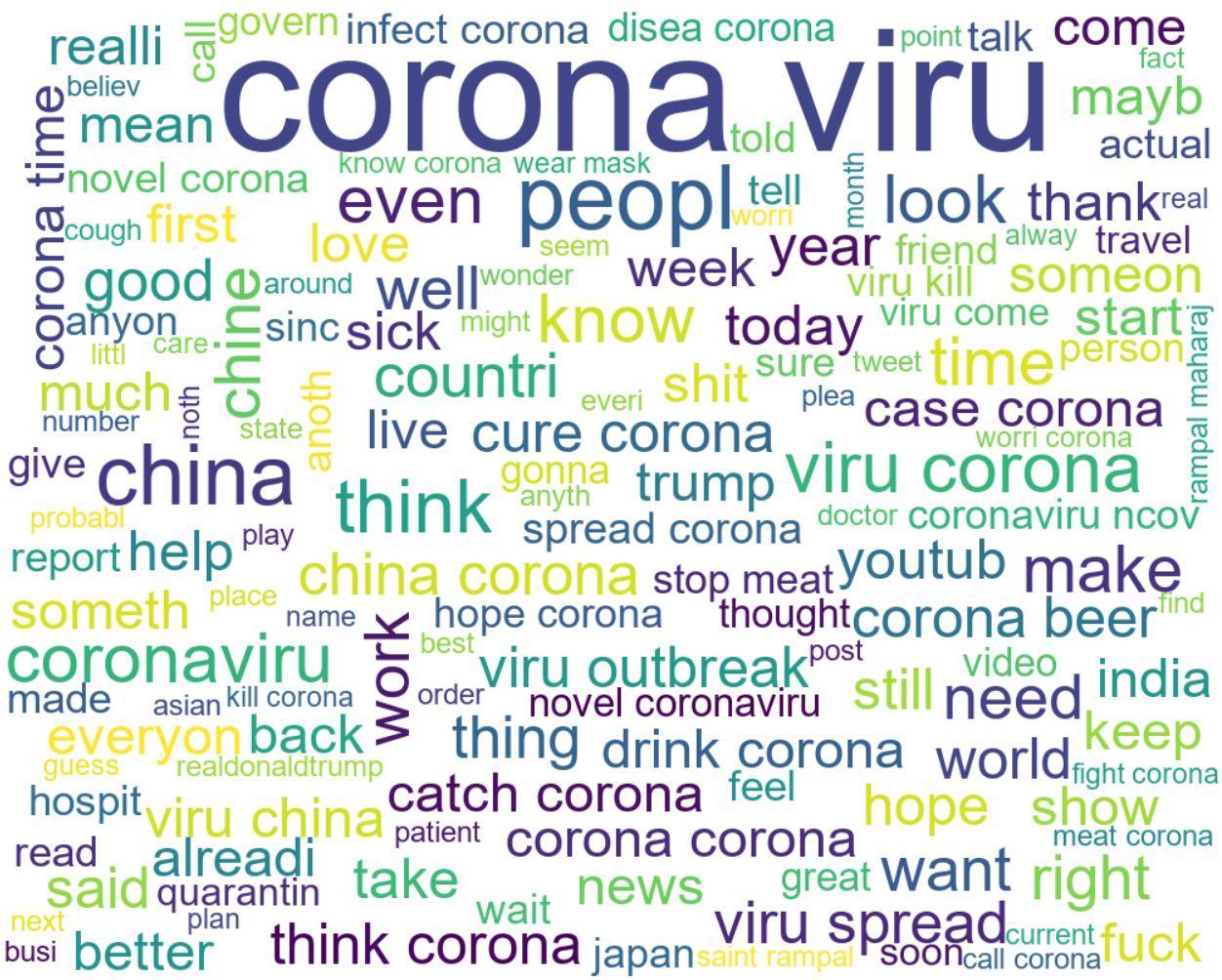Multimedia Appendix 2: Word cloud